

October 11, 2010

To: Joe Kerby – City of Delta

Re: I Shop Delta local shopping campaign

Dear Mr. Kerby,

I am writing you on behalf of the Delta Area Chamber of Commerce and our “I Shop Delta” program. This is what we are proposing:

We would like to request \$3000.00 from the City of Delta.

The purpose is to fund a holiday local shopping campaign.

Use of the above request would be to cover basic costs of the promotion, including posters, advertising and promotional costs, with matching contributions from local media to maximize the value of these marketing dollars.

The concept of the campaign is to anticipate “buy-in” from local merchants, and the benefits the campaign can bring to them. The Chamber will distribute “I Shop Delta” pin-on buttons and door stickers. Twice a week, random chamber members will hit the streets, looking for community members wearing the pin, and “catch” them shopping. The chamber will publicize the “caught” event through social media, newsletters, and local newspapers with pictures, as well as promoting the business involved.

I encourage the city to recognize its commitment to business enhancement in lieu of the vendor fee, and this is one way to fund a program that encourages people to shop locally, and bring dollars directly to the business community.

Your consideration of the above request is appreciated.

Thank you,

Linda Sanchez
Executive Director
Delta Area Chamber of Commerce
301 Main Street
Delta CO 81416
970-874-8616